



# ICM

MARCH 2017

MANAGING IN THE MEDIA

**Instructions to candidates:**

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
  - b) Answer any FIVE questions
  - c) All questions carry equal marks. Marks for each question are shown in [ ]
1. Review the commonly recognised components of the production project cycle. [20]
  2. Analyse the origins and the impact of the independent production sector on film and television making. [20]
  3. The nature of the state and government will shape the way in which the mass media operates. Review the differing roles of the mass media in the following models of the state – authoritarian model, libertarian model and social responsibility theory. [20]
  4. There are considered to be THREE models for the mass media industry working within western capitalist societies. Analyse EACH of these. [20]
  5. Critically review the role and impact of the entrepreneur in a media start-up company. [20]
  6. Independent production companies are often characterised by innovation and creativity. Review the factors that need to be present to support innovation and creativity in a production company. [20]
  7. Analyse how Porter's 'Five Forces' model could be used by a media company to analyse the market that it is operating in. [20]
  8. Codes of ethics are considered to have an important place in the media industry. The Institute of Business Ethics has identified 12 important steps in implementing a code of ethics. Explain EACH of these. [20]